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Margulies Perruzzi Architects Designs Forrester Research's Cambridge Discovery Park Headquarters

BOSTON – Margulies Perruzzi Architects, one of Boston's most innovative architectural and interior design firms, announced that Forrester Research, Inc. (Nasdaq: FORR) has moved into its new 190,000 square foot corporate headquarters at Cambridge Discovery Park in Cambridge, Massachusetts. The office is expected to achieve a LEED® Gold rating from the U.S. Green Building Council (USGBC).

An independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology, Forrester had outgrown its former home at 400 Technology Square in Cambridge and sought a space that could accommodate its flexible work style and growth needs. MPA provided interior architecture and corporate design services for Forrester's new six-story headquarters at Cambridge Discovery Park. During the design process, MPA worked with Forrester to conduct in-house research and solicit feedback from the entire company, and then translate that information into a workable architectural program.

"The Margulies Perruzzi Architects (MPA) team has brought enthusiasm and creativity to our largest design project yet, and we are excited by the distinctive design features and functionality of our new corporate headquarters," said Jean Baranowski, vice president of corporate services at Forrester Research. "Having worked together for ten years on multiple projects, MPA understands our collaborative culture and flexible work style, as well as the importance of sustainability to our company. As a result, they have designed a relevant, welcoming space for our clients and employees that enhances Forrester's physical brand."

Built specifically for Forrester, the new base building was designed by ADD Inc. with MPA collaboration. Forrester's new headquarters emphasizes a connection to the green outdoor space adjacent to the building. The building overlooks a newly restored "Urban Wild," a naturalistic designed landscape that can be used for recreational purposes. Forrester's office was designed to provide views of nature to everyone: all enclosed rooms are on the interior, and the perimeter windows are accessible to all employees and guests. In addition to product specification and recycling that will fulfill LEED Gold certification, the project will also achieve a 35% reduction in water use and a 35% reduction in lighting power, due to the use of LED lighting and daylight harvesting.

Embracing an alternative workplace design with no private offices, the new headquarters features an open workspace with workstations clustered around white-board clad team rooms, creating neighborhoods to foster collaboration. In addition to the team rooms distributed around the space, there are quiet rooms for concentrated work and larger glass-fronted team rooms clustered at the center of each floor. Two kitchen/lounge areas located next to each of the glass-enclosed egress stairs are key to the collaborative nature of each floor. Forrester's new office also features a café and workshop/conference center.

For Forrester, the conference room experience is critical for a company without private offices, and a larger conference space with enhanced audiovisual capability was essential for staff to leverage technology while communicating with Forrester offices around the world. Forrester's conference center resides on the first and second floors for client convenience and staff privacy, and includes 17 conference rooms of varying sizes with videoconferencing and future telepresence capabilities. It also includes a large multi-purpose room known as Woodstock for client seminars and company-wide meetings. At the heart of the conference center, Woodstock features 4,275 SF of space that can accommodate up to 300 people in theatre seating. Walls that retract into the ceiling make it possible to configure the space into one, two or three rooms, and a moveable front wall connects the area to the adjacent gallery area, expanding the space further. The gallery itself may also be used as a gathering area and setup for food, and a client kitchen for catering is tucked into a side corridor. A centrally located AV control room automatically adjusts the shades, lighting and audiovisual equipment for a selected room function for each room in the conference center. In addition to client conference spaces, Forrester also provided 72 team rooms for employee meetings. Throughout the space, all conference and team rooms are named after musicians – a theme reflected in the company's artwork as well.

"The latest design trends in conference centers promote collaborative work, technology integration, and efficient use of space, providing an enhanced user experience," said Janet Morra, AIA, LEED AP, principal at Margulies Perruzzi Architects. "Forrester's new conference center provides the highest level of technology integration, facility flexibility, and client amenities, which will allow them to continue to provide a superior level of client service."

MPA and Forrester have collaborated for over ten years on multiple projects, including the recent design of Forrester's New York City and San Francisco offices. In 1999, Margulies Perruzzi Architects completed the interior architectural design of Forrester's 125,000 square foot corporate headquarters at 400 Technology Square. Other projects since that time include the design of Forrester's offices in San Francisco and Foster City, California; Dallas, Texas; and Amsterdam.

Cambridge Discovery Park is a 27-acre master planned campus owned and developed by The Bulfinch Companies, Inc., a real estate investment and development firm. Leggat McCall Properties provided project management services, and AHA Consulting Engineers provided mechanical, electrical and plumbing engineering for the project. Forrester Research was represented by Richards Barry Joyce & Partners, LLC.

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